

Switch TV Privacy Notice

Emirates Telecommunication Group Company PJSC (“We”, “Us”, “Our”, “Etisalat”) takes your (“You”, “User”, “Subscriber”, “Customer”) privacy very seriously and is committed to protecting and respecting your privacy.

This policy provides details on the following sections:

1. Applicability of this Policy
2. What Personal Data do We collect about You
3. What Personal data is indirectly collected from other legitimate sources
4. How We use your Personal Data and on which Lawful Basis
5. Automated Decision Making & Profiling
6. Sharing and Disclosing Your Personal Data
7. Data Transfers
8. Direct marketing
9. How long We retain your Personal Data for
10. Privacy Policy updates

1. Applicability of this Policy

This Privacy Policy applies to all individuals who have downloaded, installed, and logged into the Switch TV application (“Application”) and whose Personal Data is collected, processed, and stored for the purpose of this application. If You provide Us with Personal Data including your contact details and any other information that will allow Us to identify You and provide You with Our services, We will process it according to this Policy (“Policy”, “Notice”).

The detailed Privacy Policy applicable to You can be referred using the following link:

<https://www.etisalat.ae/en/footer/privacy-policy.jsp>

2. What Personal Data do We collect about You

Your “Personal Data” means any information, which allows Us to identify You directly or indirectly (together with information from other sources), that You have provided to Us or Our Third parties, in connection with a service or product offered whether through the use of the Application, in person or any other mode of communication.

We may collect your Personal Data such as:

- i. General Personal Data such as names, email address, contact numbers, date of birth, gender, etc.

3. What Personal data is indirectly collected from other legitimate sources

We do not collect your Personal from other legitimate sources for this Application. The Policy shall be updated in case of any changes.

4. How We use your Personal Data and on which Lawful Basis

We will only use your Personal Data for the purposes for which We collected it.

Based on the necessity to enter into or perform a contract, We may process your Personal Data for the following purposes:

- for successful user registration;
- for successful user authorization and login;
- for displaying user details in My Account section.

5. Automated Decision Making & Profiling

We do not perform automated decision making and profiling on Your Personal Data for this application. The Policy shall be updated in case of any changes.

6. Sharing and Disclosing Your Personal Data

Your Personal Data will be accessed internally by Etisalat employees in accordance with their scope of work and competence, only on a need-to-know basis.

We shall not share or use your Personal Data with our affiliates or any third party unless it is necessary for the provision of the services, without putting in place the adequate safeguards. We may disclose your Personal Data, with predefined processes, if such disclosure is:

- i. permitted by UAE applicable laws;
- ii. expressly permitted by the UAE telecommunications regulations or any other aspect of the UAE regulatory framework;
- iii. in response to legal process (e.g., police, emergency services, etc.) in order to comply with a court order or applicable law or in connection with judicial proceedings or other legal process;
- iv. necessary for the execution of the agreement between Us and the provision of Our services to you;
- v. made in order to protect Us or Our Customers' legitimate interests (e.g., with credit reporting agencies for purposes of fraud protection and credit risk reduction);
- vi. expressly permitted by You (express opt-in consent).

7. Data Transfer

We may share your Personal Data with third parties outside the countries of Our jurisdiction in the following cases:

- i. To Third parties: Your Personal Data may be transferred to Our Contact Centre vendors in India and Egypt on the basis of Data transfer agreements between Etisalat and the vendors.

8. Direct Marketing

Direct Marketing is conducted to contact You to offer promotions and carry marketing of Etisalat services. Below channels are used for this purpose:

- i. Calls;
- ii. SMS;
- iii. Emails.

At any time if You would prefer to stop receiving marketing information from Etisalat, You may use the “unsubscribe” option included in the message or contact the Etisalat Contact Centre or Data Protection Office.

Etisalat and Telecommunications and Digital Government Regulatory Authority (TDRA) understand that some of You may not wish to receive promotional SMSs or calls anymore. Therefore, You can opt-out from these communications at any time. In that case, please consider the below options:

- If You do not wish to receive SMSs from Etisalat about offers and promotions, please text "b etisalat" to 7726 and We will immediately make sure that You will not receive any promotional SMS.
- If You do not wish to receive any SMSs at all about offers and promotions, please text "ball" to 7726 and We will immediately make sure that You will not receive any promotional SMS.
- If You do not wish to receive SMSs from a specific sender about offers and promotions, please text "b sender ID" to 7726 and We will immediately make sure that You will not receive any promotional SMS from that specific sender.
- To stop receiving promotional calls from Etisalat, You may send your request by typing DNC and sending it to 1451; these requests to stop receiving promotional calls will be processed within 30 days.
- You can at all times, subscribe again to Etisalat promotions by texting "u Etisalat" to 7726.

We respect your privacy. Informational messages from Etisalat such as bill invoices and balance recharge notification, service, and information related communication, etc. are not subject to blocking.

9. How long do We retain your Personal Data

The periods for which We keep your Personal Data depends on the purpose for which your Personal Data was collected. We will only keep your Personal Data for as long as it is necessary or needed for Our business purposes, post which We would delete it from Our systems.

Some of the Personal Data, which You give to Etisalat for a service or product, would be retained even after fulfilment of the purpose of processing, as per the applicable regulatory requirements mentioned below:

- Telecommunications Regulatory Authority

10. Privacy Policy updates

Etisalat reserves the right to change the Privacy Policy or Terms and Conditions when necessary. We keep this Privacy Notice under regular review to reflect any changes and in accordance with applicable laws and regulations.

Contact Us

For queries regarding this Privacy Policy or Etisalat’s services, please contact the Etisalat Contact Centre on 101.

If You have any questions or concerns about Our use of your Personal Data, You should write to the address below:

Etisalat

Data Protection & Privacy

Head Office Marketing Department

Intersection of Sheikh Zayed II Street and Sheikh Rashid bin Saeed Al Maktoum Road

PO Box 3838

Abu Dhabi United Arab Emirates

DPP@etisalat.ae

Last updated on 13/ June/2022